

REMARKS

This Preliminary Amendment is being filed with a Request for Continued Examination. Entry of the amendment contained herein is requested before examination of the application and calculation of the filing fee.

Contrary to the newly-added claims 42-62, House fails to teach or suggest using selection of unavailable product/attributes for purposes of market research. Thus, for at least this reason, newly-added claims 42-74 are patentable over the previously-cited art. Independent claim 38 is patentable for at least the reasons set forth in the previous replies. The Commissioner is authorized to charge any additional fees or credit any overpayment to Deposit Account No. 20-1504 (SHL.0293US).

Date: May 22, 2006

Respectfully submitted,

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